
 DATE: 02/26/93 SALES INFORMATION SYSTEM TIME: 15:41
 SUBJECT: DT-21-G SENDER: J.J. ELLEGATE

 IMPORTANT IMPORTANT IMPORTANT

DT-21-G

FEBRUARY 26, 1993

TO ALL DIVISION MANAGERS

SUBJECT: CAMEL QUARTER END BIG1F

D.M. 120790
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IN ORDER TO ASSIST YOU TO COMBAT PHILIP MORRIS' HEAVY PROMOTIONAL EMPHASIS BEHIND THEIR MARLBORO ADVENTURE TEAM PROGRAM, WE ARE PLEASED TO ANNOUNCE A SPECIAL QUARTER END BIG1F PROMOTION ON THE SIX KEY CAMEL BASE FAMILY STYLES.

- PRODUCT FOR THIS PROMOTION MUST BE ALLOCATED/SOLD TO YOUR DIRECT ACCOUNTS AND ORDERS PHONED IN BY 4:00 P.M. EASTERN STANDARD TIME, MONDAY, MARCH 8, 1993.
 - PRODUCT MUST BE SCHEDULED FOR DELIVERY ON EITHER MARCH 29, 30 OR 31.
 - YOUR DIVISION'S ALLOCATION WILL BE AVAILABLE FOR VIEWING AFTER 12:00 NOON EASTERN STANDARD TIME, MONDAY, MARCH 1, 1993. (SEE PROMOTION #302524 FOR QUANTITIES.) ALLOCATIONS WERE BASED UPON THE QUANTITY OF BIG1F OFFERS YOU SELECTED FOR THE CAMEL SPECIAL LIGHTS INTRODUCTION.
- (YOUR REGIONAL MANAGER MAY CONTACT YOU MONDAY TO ARRANGE ALLOCATION TRANSFERS. PLEASE WAIT UNTIL YOU HEAR FROM HIM/HER BEFORE YOU START PUSHING ALLOCATIONS DOWN TO YOUR DIRECT ACCOUNTS.)
- YOU WILL ALSO BE ALLOCATED SUFFICIENT QUANTITIES OF PROMOTION-SPECIFIC DUMP BIN RISER CARDS (COMMODITY #405418) AND 24" PACK MERCH CARDS (COMMODITY #405407). (IN THE EVENT THAT YOU TRANSFER PRODUCT ALLOCATIONS TO ANOTHER DIVISION, REMEMBER TO TRANSFER THE CORRESPONDING AMOUNT OF THESE POS ITEMS.)

NOTES:

1. IT IS CRITICAL TO MAINTAINING THE INTEGRITY OF THE CAMEL SPECIAL LIGHTS INTRODUCTION THAT YOU MAKE EVERY EFFORT TO PLACE CAMEL BASE FAMILY PRODUCT IN A SEPARATE DISPLAY OR PROMOTIONAL PLATFORM TRAY IN STORES WHERE YOU ALSO HAVE THE CAMEL SPECIAL LIGHTS BIG1F PRODUCT.
2. ALL STYLES WILL COME IN WHITE CARTONS, EXCEPT WIDES WHICH WILL COME IN EITHER WHITE CARTONS OR REGULAR CARTONS WITH THE MESSAGE "PROMOTIONAL PRODUCT FOR PACK SALES ONLY" PRINTED ON WHITE TAPE ON BOTH CARTON END FLAPS.
3. BOX STYLE PACKAGES WILL BE PRODUCED WITH A BLUE TEAR TAPE THAT READS "BUY 1 PACK GET THIS 1 FREE." (THIS SHOULD HELP TO

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MINIMIZE PROBLEMS ASSOCIATED WITH THE C-NOTE COVERING UP THE COMPLIMENTARY STATEMENT ON THE BACK OF THE BOX STYLES.)

4. PRODUCT STYLE ALLOCATIONS WERE BASED UPON THE FOLLOWING PERCENTAGES:

CAMEL LIGHTS	25%
CAMEL LIGHTS BOX	25%
CAMEL FILTER	15%
CAMEL FILTER BOX	15%
CAMEL WIDES LIGHTS	10%
CAMEL WIDES FILTER	10%

5. ALL STYLES WILL BE SHIPPED IN 12M CASES.

PROGRAM CONTACT: JOHN ELLEGATE, EXTENSION #5760

R. J. REYNOLDS TOBACCO COMPANY

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*** END OF MESSAGE ***

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